

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.-29. (Cancelled).

30. (Currently Amended) A system for pricing an object ~~a product~~, comprising:
a handheld computer comprising (a) a location circuit configured to provide location data based at least in part on the location of the handheld computer and (b) a wireless transceiver configured to provide wireless communication of the location data and a user identifier; and
a data processor configured to receive the location data and the personal identifier, to set a price for selling the object, and to adjust a the price lower for selling the object ~~product~~ for a person associated with the user identifier based at least in part on the location data.

31. (Currently Amended) A system for pricing an object ~~a product~~ as in claim 30, wherein the data processor is remote from the handheld computer.

32. (Currently Amended) A system for pricing an object ~~a product~~ as in claim 31, wherein the data processor is configured to receive the location data from the location circuit wirelessly through a cellular network.

33. (Currently Amended) A system for pricing an object ~~a product~~ as in claim 30, wherein the data processor is further configured to price the object ~~product~~ based on a date or a time of day.

34. (Currently Amended) A system for pricing an object ~~a product~~ as in claim 30, wherein the data processor is further configured to price the object ~~product~~ based on an environmental condition, including a weather condition.

35. (Cancelled).

36. (Currently Amended) A system for pricing an object ~~a product~~ as in claim 30, wherein the data processor is configured to dynamically adjust the price for the object ~~product~~ based on the location of the handheld computer.

37. (Currently Amended) A system for pricing an object ~~a product~~ as in claim 30, wherein the location data further comprises a distance between the location of the handheld computer and a provider of the object ~~product~~.

38. (Cancelled).

39. (Currently Amended) A method for pricing an object ~~a product~~, the pricing being determined based on a location of a handheld computer, comprising:

determining the location of the handheld computer, the handheld computer comprising (a) a location circuit configured to provide location data based on the location of the handheld computer and (b) a wireless transceiver configured for providing wireless communication of the location data and a user identifier; and

pricing the object ~~product~~ based on the location of the handheld computer and the personal identifier, wherein the step of pricing comprises generating a lower price for selling the object ~~product~~ for a person or handheld computer associated with the user identifier.

40. (Currently Amended) A method for pricing an object ~~a product~~ as in claim 39, further comprising transmitting to or receiving at a data processor the location of the handheld computer via the wireless transceiver and a cellular network, the data processor being configured to price the object ~~product~~ based on the location of the handheld computer.

41. (Currently Amended) A method for pricing an object ~~a product~~ as in claim 39, further including pricing the object ~~product~~ based on a date or a time of day.

42. (Currently Amended) A method for pricing an object ~~a product~~ as in claim 39, further including pricing the object ~~product~~ based on an environmental condition, including a weather condition.

43. (Cancelled).

44. (Currently Amended) A method for pricing an object ~~a product~~ as in claim 39, further comprising dynamically adjusting the price of the object ~~product~~ based on a change in a ~~at least two of the following parameters: parameter selectable from the following:~~ a date, a time of day, an environmental condition including a weather condition, or a location of the handheld computer.

45. (Currently Amended) A method for pricing an object ~~a product~~ as in claim 39, wherein the step of pricing the object ~~product~~ is performed by the handheld computer.

46. (Currently Amended) A method for pricing an object ~~a product~~ as in claim 39, wherein the step of pricing the object ~~product~~ is performed by a remote server.

47. (Cancelled).

48. (Currently Amended) A system for pricing an object ~~a product~~, comprising:
a transceiver configured to wirelessly receive location data based on a location of a handheld computer and a user identifier for the handheld computer, the handheld computer comprising a location circuit configured to provide location data; and
a data processor configured to determine a price for the object ~~product~~ based at least in part on the location data received by the transceiver, wherein the price is determined at least in part by adjusting a price lower for selling the object ~~product~~ for a person or handheld computer associated with the user identifier.

49. (Currently Amended) A system for pricing an object ~~a product~~ as in claim 48, wherein the transceiver is configured to communicate over a cellular network.

50. (Currently Amended) A system for pricing an object ~~a product~~ as in claim 48, wherein the data processor further comprises a data storage device configured to store the location data received from the transceiver.

51. (Currently Amended) A system for pricing an object ~~a product~~ as in claim 48 wherein the data processor is further configured to price the object ~~product~~ based on a date or a time of day.

52. (Currently Amended) A system for pricing an object ~~a product~~ as in claim 48, wherein the data processor is configured to dynamically adjust the price for the object ~~product~~ based on the location of the handheld computer.

53. (Cancelled).

54. (Previously Presented) The system of Claim 30, wherein the handheld computer comprises a cellular telephone.

55. (Cancelled).

56. (Previously Presented) The system of Claim 48, wherein the data processor is part of a server remote from the handheld computer.

57. (Previously Presented) The system of Claim 56, wherein the server is remote from the handheld computer across a cellular network.

58. (Currently Amended) The system of Claim 30, wherein the data processor is further configured to receive user information and to set the price for the object ~~product~~ based on the user information.

59. (Currently Amended) The system of Claim 48, wherein the transceiver is further configured to receive user information for a user of the handheld computer, wherein the data processor is further configured to determine the price for the object ~~product~~ based on the user information received by the transceiver.